



If You People Who Read The Public Ledger

—would take the trouble to tell your neighbor or friend who does NOT read the Public Ledger WHY YOU read it, you would effectively help to support a Philadelphia newspaper that has done more to put Philadelphia on the map than all others put together.

NO OTHER ever spent so much for news. No other ever had leased wires and radiograph service to send the news out from Philadelphia, instead of from New York, as had previously been the case from time immemorial.

THE PUBLIC LEDGER'S news, radio and cable service has sent the name of Philadelphia to the four corners of the globe, and the circulation of the Public Ledger has increased from 45,000 daily (nine years ago) to 260,000 a day.

A Philadelphia banker, who travels all over the United States, said to the writer of this word:

"I find wherever I go the Public Ledger is quoted, and never any other Philadelphia paper. Sometimes I think it is better known abroad than it is at home." Which means that when the Public Ledger is quoted Philadelphia is also mentioned.

PUBLIC  **LEDGER**
OF PHILADELPHIA

MORNING

EVENING

SUNDAY

CYRUS H. K. CURTIS, Publisher